

Cottonwood Heights Arts Council Meeting

Jan 10, 2018



6:00pm – 8.00pm – City Hall

Scribe: Jannalee Hunsaker

In Attendance: Jannalee H, Kim P, Becky H, Elise H, Sheila A, Bill A, Mike S, Katy M, Emily S

Not in Attendance: Natalie N, Felica C, Jennifer S

Member	Agenda Item	Discussion	Action Items Assignments
Becky	Roll Call	Becky called the meeting to order at 6:02pm – The minutes were moved to approve and council approved.	
Becky	Message	An actress said that instead of going for coffee or soft drinks for a pick-me-up, give someone a compliment. Doing this has the same endorphin pick up as any stimulant you may drink.	
Becky		<p>Review of council member structure to work on events, projects that they have a passion about and have experience managing. This will help members be able to put more focus towards individual things, have more leverage and empowerment to do things outside of the council meeting. Getting input and opinions from the council is necessary to communicate needs and ask for and delegate help.</p> <p><b>Kim</b> – Event Chair  <b>Becky</b> - Theatre  <b>Sheila &amp; Bill</b> – Photography Show   Choir  <b>Katy</b> – Marketing for all events   Sponsorship   Media  <b>Jannalee</b> – Website   Musical   Community Musical Events to align with Movie in the Park  <b>Felicia</b> – Art Show   Artists   Pole Art Project  <b>Jennifer</b> – Sponsorships   Writing   Artist reception  <b>Elise</b> – Children’s and Adult Theatre  <b>Emily</b> – Musical Costumes   Design   Strengthen Community togetherness  <b>Natalie</b> – To be determined from Natalie</p> <p>Becky encourages members who are passionate about community events to meet outside the council meeting and come up with a plan that can be presented to the City Council.</p>	
Kim		Utah Philharmonic Orchestra (aka Oquirrh Mountain Strings) would like to put on a concert in the Spring. Music of the Alps Concert. March 9-10 is the requested dates. It would cost the council at least \$1200 to pay for the school, lighting, marketing, technical person. Unless council members could get a business sponsor to pay the costs, it is the council’s initial opinion that this group is not directly connected to our community and the cost to the council may not be a wise financial decision at this time. Kim will respond to them and communicate that the event would not align with our budget at this time.	
Becky		<p>Evaluate Christmas Concert – Concert cost council approximately \$3900. The ticket revenue was \$2688. Kim is trying to get a \$1000 grant that may help the cost.</p> <p>The cost was significant to the budget. Council paid approximately \$13.00 per person who attended. Council would like to take this experience and ponder whether it is an appropriate time of year to sponsor a big concert. It may prove to be more beneficial to put more energy and effort to expand on the Light the Night event with extra activities on this night!</p>	

		<p>Any members who are interested in brain storming ideas for this event can meet and come up with an action plan to present to the city.</p> <p><b>Jannalee</b> will set up a meeting later in the year for members who would like to give recommendations and share ideas for the event. All ideas must be presented to Ann and Kim who co-plan the event.</p>	
Becky		<p><b>Photography Show March</b> – March 9<sup>th</sup> Reception. The show will have cash prizes this year. There will be categories for prizes. The council feels that the show should be all inclusive to photographers of all skill levels. Have about 4 cash prizes and have other ways to recognize the photographers. Feature photographers on social media. Budget for event \$1000.</p> <p>Katy has a caterer that she would recommend for event.</p> <p>The photography graphic is on the website and will start to be marketed on social media as well.</p> <p>If council members know any artists, have them get an application from our website.</p> <p>All applications must be received by February 19<sup>th</sup>. Art must be delivered to city hall by February 26<sup>th</sup> at 5:00pm.</p>	
Becky		Art Exhibits in city building – discuss featured artists. No discussion this meeting.	
Jannalee		<p>Website for Arts Council Update – <b>The following council members need to submit a picture and bio to be listed on the website. Arts.ch.utah.gov - Jennifer, Emily, Natalie.</b></p> <p><b>Needs for website events:</b> 1<sup>st</sup> quarter events</p> <p>Make a donation – is that going to be possible for the website? Kim said it's possible, but the amount must be set donation amounts like \$25, \$50, \$100 etc. We need to explore this option more and see if it can be set up!</p> <p>Calendar events – need to get all dates to Dan so they can be on the Calendar.</p>	
Becky		<p>Musical – BIG – Auditions May 3,4,5</p> <p>Pro Team Meeting will likely be in February or March</p> <p>Kim and Becky are in the process of interviewing a Choreographer.</p> <p>Marketing Graphic for auditions was created by Kim and will be used to get the word out about auditions.</p> <p>Will need lots of marketing strategies to help garner interest in this not-so-well-known- musical.</p>	
Becky		<p>Ideas for sponsorship and marketing goals, assignments for 2018.</p> <p>Marketing Request – from Katy.</p> <p>All council members make a list of anyone they know of business owners in Cottonwood Heights that could possibly be contacted for sponsorship.</p> <p><b>All Members</b> can work with Katy to contact these people to market the musical and sell our sponsorship packages. <b>Email your list to Katy as soon as you have your list created. Due date by January 31<sup>st</sup>.</b></p>	
Becky		<p>SALT Dance event. – What can we be doing now to market the event.</p> <p><b>Dates:</b> May 18-19 Workshop goes from May 14-19 and the concert showcases the students and dancers form the workshop.</p> <p>Tickets will be sold on SALTDance.com and we can add link to our website.</p> <p>Graphic and write up for the event will be sent to Kim for the website from SALTDance.</p>	
Kim		Pole Art update – Kim is working with Felicia on this project.	
	2018 Event Planning	<p><b>Review and update assignments</b></p> <p><b>Jan 27<sup>th</sup>:</b> City Volunteer Thank You Dinner at City Hall.</p> <p><b>Mar:</b> Photography Show – Sheila &amp; Bill Co Chair.</p>	

		<b>May:</b> SALT Dance <b>June-Aug:</b> Summer Musical <b>Aug -Sept:</b> Outdoor summer rooftop concert <b>Sept:</b> Art Show. <b>NEED A DATE for the RECEPTION</b> <b>Nov:</b> Tree Lighting Event – Nov 26 <sup>th</sup> . <b>Nov:</b> Salt Lake Chamber Orchestra - <b>Kim</b> will ask Rob Bedont what the details are to have them perform. <b>Dec:</b> Christmas event (pending) - Children's Theater, Sing-a-long, Performer, etc.	
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**Next Meeting – February 7<sup>th</sup>, 2018**

### Action Assignments

Description		Person Responsible	Due Date	Complete
1	Respond to orchestra and communicate that the event would not align with our budget at this time.	Kim	1.19.2018	<input type="checkbox"/>
2	Set up a meeting later in the year for members who would like to give recommendations and share ideas for the tree lighting event.	Jannalee	8.1.2018	<input type="checkbox"/>
3	Talk to Dan about getting donation page on website and have events show on landing page better.	Jannalee   Kim	2.1.2018	<input type="checkbox"/>
4	Email names of people/companies you know in CH to Katy.	ALL members	2.1.2018	<input type="checkbox"/>
5	Finish Marketing Packet.	Becky   Katy   Jennifer	3.1.2018	<input type="checkbox"/>
6				<input type="checkbox"/>
7				<input type="checkbox"/>
8				<input type="checkbox"/>

Parking Lot Items		
Excellence in the Community Using Drop Box – Training Council Marketing Kit – See May notes Marketing Strategies Business Partner Sponsors	Art Festival – group art, photography, music together Fund Raising Event Creating an Art Guild Arts Council Wearables Volunteer Pool Power Pole Art project Halloween Monster Mash Party 2018	Write for the Heights – done historically in CH. <b>Jennifer</b> will consider doing something like this for 2018.